For WMSE — Clothes Make The Star

Rock music legend Bob Dylan made his first appearance in Milwaukee in 17 years in October and the jacket he wore during his performance looked rather familiar.

On its back were the letters ... WMSE.

Milwaukee's major commercial rock stations had been battling for star endorsements recently and Dylan's attire brought an interesting bit of irony to the concerts. But as the WMSE people will tell you, it was simply a case of good luck.

"Ed Hill and Bob Baird of our station were on the concert's security force that night," remarked WMSE station manager Ralph Van Zile. "Ed hung his jacket in a storage room next to Dylan's dressing room and when Dylan saw it there, he felt was simply part of his wardrobe. He liked it, because his favorite color is black, and wore it on stage."

The following evening, Dylan had another performance in Milwaukee and this time his road manager asked Hill for a WMSE T-Shirt to wear in addition to the jacket. Naturally, the WMSE people were in promoter's heaven considering their call letters were being displayed to a huge audience.

But the best was yet to come. Dylan called the station the next morning and offered to donate some tickets in exchange for a jacket. Fortunately the station had a spare handy and Dylan was last seen wearing the jacket at his concert in Madison ... and possibly other parts of the country.